

What the Building
..of the..
Canadian
Pacific Railway
Tourist Hotel
Means to Victoria

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IN THE FIRST PLACE:

WILL PROVIDE IMMEDIATE WORK FOR A LARGE NUMBER OF MEN.

IT MEANS THE ACTUAL EXPENDITURE IN THIS CITY OF FROM \$350,-000.00 TO \$750,000.00 AND THE EMPLOYMENT OF A LARGE NUMBER OF MEN FOR NEARLY TWO YEARS. This, surely, is a decided and concrete gain to the business men and laboring men of Victoria, and those of our artisans who own their own homes should very seriously consider this aspect in voting on the By-law.

IN THE SECOND PLACE:

WILL BE AN ORNAMENT TO THE CITY.

THE ERECTION OF THIS PALATIAL HOTEL UPON THE SITE PROPOSED WILL TURN A SECTION OF THE CITY, THAT HAS LONG BEEN AN EYESORE, INTO ONE OF THE MOST BEAUTIFUL SQUARES TO BE FOUND IN ANY CITY ON THE CONTINENT. Surrounded with beautiful gardens and green lawns, fronting on boulevard new streets and on the splendid new esplanade and retaining wall, overlooking our picturesque harbour, flanked on one side by our fine post office and on the other by the magnificent Parliament Buildings, it will change the whole aspect of our fair city, and give it an appearance of solidity that must impress all strangers with a confidence in the future of Victoria.

IN THE THIRD PLACE:

WILL SECURE THE CO-OPERATION OF THE CANADIAN PACIFIC RAILWAY FOR VICTORIA, B. C.

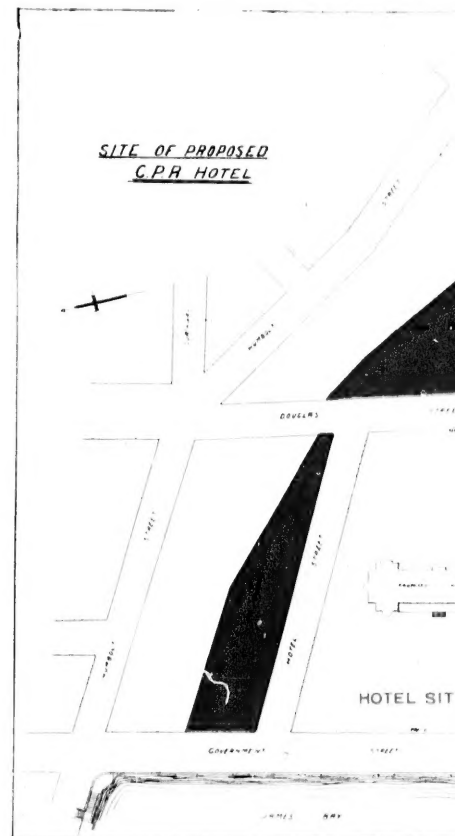
IT WILL SECURE THE MORE ACTIVE INTEREST AND CO-OPERATION OF THE CANADIAN PACIFIC RAILWAY. It is as well to realize just what this Corporation is. No matter what we think about other corporations and what ideas we may have on railway competition, let us, as citizens, deal with one question at once, and bear in mind that this Company has built up scores of cities upon its line that have been friendly to it, and that very few have prospered that have been antagonistic. The Canadian Pacific Railway made Winnipeg, Calgary, Vancouver and Quebec. Victoria, so far, has followed rather a neutral policy. Have we gained anything? Is there any reason why we should not try what we can do with a policy of friendship, especially as it costs us nothing?

IN THE FOURTH PLACE:

WILL PLACE MILLIONS OF DOLLARS PER YEAR IN CIRCULATION.

THE ESTABLISHING OF THIS HOTEL WILL BRING MILLIONS OF DOLLARS ANNUALLY INTO THE CITY. This money spent by Tourists goes directly

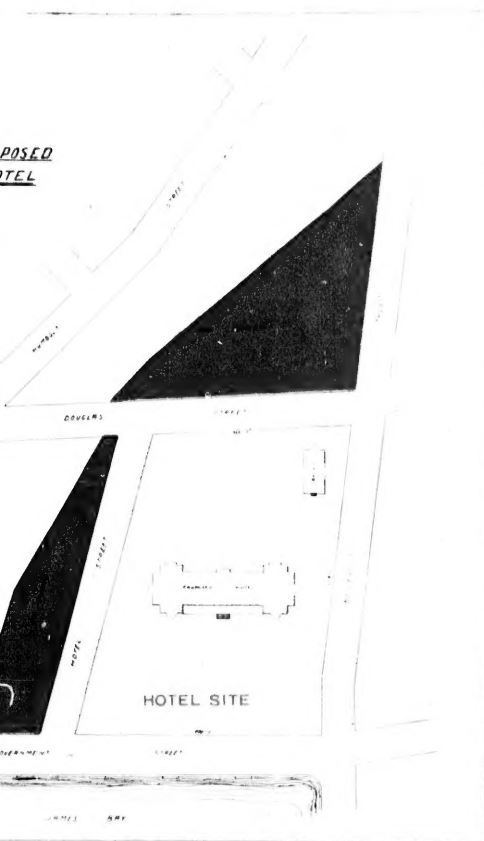
into the pockets of our merchants. It is brought outside and left here. Guests at such an hotel will spend their money in the city. Such an institution will be a most important Association in drawing the wealthy class into the city. It will probably astonish the citizens to know just how much money will be placed in circulation through this hotel. It will be highly favored as ours for their natural attraction. The revenue from this source of \$600,000.00 per year.



The land fronting on Douglas street marked red on the above plan remains vacant in the city.

To those who have not studied this question it might be stated that the tourist business can be so developed by the building of hotels, BUT IT CAN, especially if those hotels

merchants. It is brought into the city from the
 Guests at such an hotel are generous in their ex-
 constitution will be a most valuable aid to our Tour-
 iving the wealthy classes to our city. It would
 citizens to know just how much money per month
 ation through this hotel, but in other cities not so
 for their natural attractions there is an estimated
 ce of \$600,000.00 per month.



ing on Douglas and Hotel Streets and
 e above plan remains the property of

e not studied this question it can hardly be cred-
 business can be so developed through the building
 especially if those hotels are in the hands of great

railway corporations. Southern California estimates a profit, not a
 revenue, of 25 million dollars per year, while the small city of Pasadena
 with about 10,000 population, estimates a profit of \$2,500,000.00 per
 year, largely through the "Green" Hotel.

IN THE FIFTH PLACE:

**WILL BRING A WEALTHY CLASS OF VISITORS WHO
 NOW PASS BY THE CITY.**

MR. McNICHOL, GEN. MGR. OF THE C. P. R., HAS STATED THAT
 IF THEY BUILD THIS HOTEL THEY WILL MAKE IT PAY. Therefore the
 people of Victoria must realize that the city will be advertised by the
 company in an altogether different way to what it has been in the past.
 The Steamship "Princess Victoria" is one instance of what the com-
 pany can do if they see fit. At present all passengers for China, the
 very best class of tourists, stop over and take their boat at Vancouver.
 The company issue tourist tickets from Australia to Vancouver and re-
 turn, etc., with the privilege of a free 10 days hotel bill at Banff or Van-
 couver. These people would have the option of staying at Victoria.
 And in a hundred other ways the company could contribute to the gen-
 eral advertising of the city, in fact, the attractions of this city as a tour-
 ist resort combined with their hotel would be a very valuable aid to them
 in securing traffic from the East.

IN THE SIXTH PLACE:

WILL INCREASE THE VALUE OF EXISTING HOTEL PROPERTY.

The erection of this hotel would increase the value of all real estate
 in the city, and of hotel property. At first sight this may not seem pos-
 sible but it has been the case in every tourist city on the continent. In
 Los Angeles a few years ago the "Van Nuys" was erected at a cost of
 over half a million dollars. It was said at the time that it would never
 pay, but in less than five years the travel was so heavy that the
 "Angeles" was erected, costing furnished, a million and a quarter dol-
 lars. The first year it was opened these two hotels were turning away
 from 30 to 40 people per day and charging from \$5.00 to \$14.00 per day
 for accommodation, and the smaller hotels in the city received a much
 larger and much better patronage than they had before. To come nearer
 home, the Washington Hotel in Seattle has only been opened a few
 months but it has been a paying investment from the start, and all the
 hotels down town are "running full" just the same. This hotel will be
 different from those mentioned, because it will be owned and operated
 by a railway company able to fill it and to draw visitors to the city from
 the patronage of its own line, apart from anything the citizens them-
 selves may do to advertise our attractions.

AND FINALLY:

WILL ENTAIL NO CASH BONUS ON THE PEOPLE OF VICTORIA.

THIS HOTEL WILL NOT COST THE CITIZENS OF VICTORIA ONE DOLLAR, BUT WILL BE A SOURCE OF REVENUE TO THE CITY'S EXCHEQUER FOR ALL TIME TO COME. To illustrate, there is no prospect at present that the flats can be disposed of for any purpose that will improve the city or that will contribute much to its revenue, and it is quite possible that they would remain unproductive for the length of time for which the company is to be free of taxation. If not, it is very doubtful whether the revenue derived from the sale of the property would amount to very much. The value at the present time of the piece of property to be given to the company is very problematical even when properly filled in. But it is very certain that if it is used for the purposes contemplated by this by-law that in fifteen years time it will be worth three times what it is now. It will be taxed on its value at that time at the end of fifteen years after all improvements have been made, both upon and around it, therefore the city will receive for all time THREE TIMES THE AMOUNT OF REVENUE OUT OF IT THAN THEY WOULD IF THE PROPERTY WERE SOLD NOW IN THE ORDINARY WAY. In addition there will be the assessment on the building, which will, no doubt, represent four times the value of improvements that could be made upon the land if it were sold in lots to a number of individuals at the present time. THE CITY WILL STILL OWN NEARLY ONE-HALF OF THE RECLAIMED LAND AFTER THE COMPANY HAS RECEIVED THE SITE AGREED UPON, WHICH WILL, UNDOUBTEDLY, BE WORTH MORE THAN THE WHOLE FLATS ARE NOW WORTH.

The Canadian Pacific Railway has not approached the city in this matter. It has been a proposition from the citizens of Victoria to the company. It will cost the company more than the value of the land at the present time, to build upon this site, in preference to any other, on account of the difficulty in securing a foundation. The whole question revolves itself into this, that the company is improving and beautifying our town, improving the value of every piece of property in it, improving the value of their piece of property for revenue purposes, on which they build, to three times its present value, improving the facilities of transportation to the city, improving the general business of the city by bringing people here who will spend from two to three million dollars a year. All that the citizens are asked to do is to provide the site upon which to do this, sufficient free water for ordinary purposes, and exemption from taxation in order to reduce working expenses for the first fifteen years, all of which will not entail an actual outlay of one dollar of the citizens' money.

VOTE FOR THE BY-LAW

The citizens' committee therefore ask voters to take all these matters into their serious consideration upon the 15th of September, and vote for the most important By-law that has ever been placed before the citizens, the passage of which means increased prosperity for every business and laboring man in the city.

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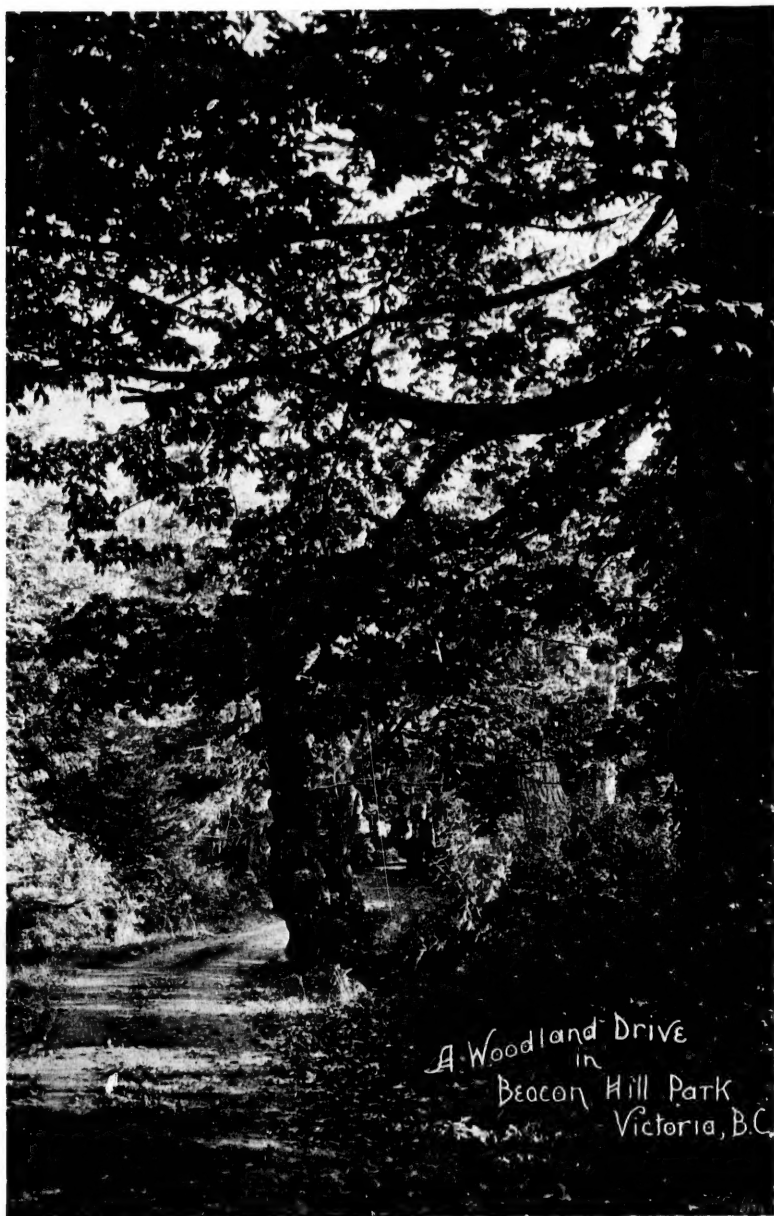


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ONE OF VICTORIA'S ATTRACTIONS FOR TOURISTS